

HAS BEEN WONDERFUL

Successful Business Career of
Herman & Hess'

"GOLD CLOTHING STORE"

Something of Their Methods
of Doing Business.

To every young man, as well as those of more advanced experience, the growth and development of a successful enterprise is of the most vital interest; for it is from the knowledge that others attain through years of experience that these coming after may profit by knowing something of their methods, the difference in the character of the business mattering little, if at all. Without doubt, success alone is of interest. No one cares to study the intricacies of failures of any kind save to be better enabled to avoid them. With success, the study is in some measure to imitate in a greater or less degree.

The men who through a period of years have continued steadily to add to the volume as well as the stability of their business are naturally of more interest than others who flourish with years of general prosperity, and as certainly relapse into a period of inactivity during general reverses. The latter result can generally be traced—not to the condition of the times, but to a lack of confidence in buyers who with depleted purses are doubly careful buyers. Along this line the affairs of the well known firm of Herman & Hess of this city is a striking example. Mr. Fred Stuckey, who has been with the firm for a number of years, said yesterday that each succeeding year with the firm has been one of increased volume of business, and a corresponding efficiency in the entire establishment. "We did more business," said he, "in the year of '99 than we did in '98, and each year of the existence of the firm has been a greater one than the one preceding it."

A tree that has grown by fits and starts is the one most easily broken when a storm sweeps past. A business is no different. A steady growth denotes close fibre, and close fibre means stability and

to the writer a few days ago by Governor Roosevelt, who, in speaking of business and political integrity, said that it must be demanded of every man in public life, and to illustrate the idea he intended to convey, told this little incident:

"While I was on the range," he said, with that earnestness which spoke plainly that he was relating no visionary or fairy tale, "I had an Irishman working for me, and he was a handy man with a rope, too. The rule among the cowmen was that when a maverick was caught it was to be branded with the brand of the range upon which it was found. One day this Irishman and I were out looking over the stock when we discovered a maverick, which he quickly roped and securely tied, as you will perhaps see them go out at the grounds this afternoon. I told the man, who was getting his sinche ring ready to put on the thistle brand, and he said: 'That's all right, boss; I know me business.' A few minutes later I noticed that he had put the brand on and I asked him about it and he only grinned and said he 'always put on the boss's brand.' I asked him to go down to the ranch house and get his time, and in surprise he asked 'What fur didn't I put yer brand on im?' 'Oh, yes, you did; I see that easily enough, but if you'll send for me, you'll steal from me.' The principle involved was the same in both cases.

Ever since the business was established improvement has been the order in every department and in the entire establishment in general. The store itself is one of the finest equipped in the state. The large front display windows were constructed for the purpose, as was every other part. These windows, under the care of Mr. Richard E. Frank, the window dresser of the house, constantly are presenting something new, unique and hence attractive. Mr. Frank also has charge of the men's clothing department. He has been with the house thirteen years.

The hat cases extend for 125 feet along the east side and are elegant and expensive. Mr. Don Colvin has charge of the hats and caps, and if there is anything that he doesn't know about his department it is unlikely that anyone else does. Mr. Colvin is quite a student beside being a connoisseur in headgear. He speaks German, Spanish, French, and should old Mr. Abraham himself chance to enter the store and call for anything in the hat line he would be understood. For Mr. Colvin is also quite a scholar in Hebrew.

One thing here is quite commendable. Each man within it is a specialist in his own particular line, and can tell a customer whatever he cares to know. In this line, the same as a college professor can explain matters in his own department to perfection. It is clear that a man



permanency. The fine old elms surrounding the Swan Lake in the park are an example. Mr. J. R. Mead says that these trees are the same now as they were thirty years ago, save being larger. Other trees have sprung up, been demolished by wind and drought, but these old trees still remain, and will remain far into the future.

Steady business stability is like magnets. When the general current which circulates over an entire country is low, the strength of the cities is also low. The same is true of a magnet, but in either case the quality of the material in either is unchanged, and when men, like iron filings, are a magnet, come to them. Mr. D. H. Herman and Mr. Sam W. Hess were among them. A magnet that has a drawing power extending 125 miles is a little extraordinary, but this was the case. For both gentlemen came from Baltimore, Md., and found what they were looking for—a location.

They inaugurated their first enterprise with a grand opening, the first that ever occurred in the city. From this occasion the principles of the firm were announced openly, which were: "To sell at the same price to all, to tell the truth about everything sold, and to fairly refund the purchaser's money for any dissatisfied item." The fact that the firm is still doing business here and on a largely increased scale speaks for itself, as to whether this policy has been adhered to or not.

Mr. Herman, senior member of the firm, in the midst of activity and prosperity, issued the call which all for us receive in later most answer. This call is one which none of us can resist, and the answer is compulsory. Mr. Hess recalls that more than double weight was received when his shoulders, sustained his efforts, and proved himself equal to the occasion. He then purchased the interest left by Mr. Herman, and continuing to sell—his business more efficient. Mr. Hess, by the way, is a man of very reliable temperament. Among his subordinates he is universally liked, not because he is the representative of that plain fact which only men can respect, but because of the fact that he is a resident here in the city. Mr. Fred Stuckey knows him well, having been a long associate with him, and speaking of this, Mr. Stuckey said yesterday: "I have never seen Mr. Hess since he had but one, and that was one afternoon when he called the clerk, and was answered by him, and then a piece of goods to be all went which was a large half cotton. The truth about it, you see, would have been found out sooner or later by the customer, and with the honest result, Mr. Hess was sure he had not the clerk's word, and was of no more consideration by having decided to look for another job."

This is an exact counterpart in point of principle in an occurrence related

Same
Price
To
AllMoney
Back
For the
Asking

RED TAG SALE

TWICE A YEAR this good clothing store cleans house by conducting a bonafide cut price sale in mid-season. These half-yearly house cleaning sales of ours have come to be recognized as such great money-saving opportunities and are so sure to occur that their announcement is eagerly watched and waited for by all economically wise wearable wanters within a radius of more than a hundred miles. All the waning season's newest patterns, all exclusive novelties, all short lots and all the staple styles (except black worsteds) that have met with least favor from our generous buying public are marked for this 30th House Cleaning Sale on bright red tags at

Prices a Fourth to a Half Under Usual

To be sure, the grouping of prices in these sales brings us money loss on many individual items, and on some lots that seem to us to be too small to be good merchandise, but we calculate on that, as part of the cost of doing an ideal business, of having each season an entire new stock of up-to-date garments for your inspection and purchase.

Don't let go of that mighty dollar of yours until you see what we are doing. Don't spend a penny for Clothing, Furnishings or Hats until you attend this sale and see the low prices we have marked in plain figures on the red tags attached to our really good goods. You can't find such little prices at other stores—they dare not make them.

Herman & Hess

Boys' Heavy
Derby Ribbed,
Fast Black Seam-
less Maco Hose,
worth 20c. Red
Tag price

11 cents

Boys' Washable Suits in Linen Crash, and
Galatea Cloth, worth up to \$1.50. Red Tag
price, 89c.Boys' Two-Piece
Cassimere Suits,
durable material
and strongly made
—the very thing to
rump and play in;
worth \$1.25. Red
Tag price

67 cents

Men's Fast Color Madras Negligee Shirts
with detached link cuffs, worth \$1. Red Tag
price, 79c.Men's finest quality
Silk and Satin
Puff and Ascot
Scarves; worth 75c.
Red Tag price

29 cents

Men's Fine Imported Loose Mesh Madras
Negligee Shirts, worth \$1.50. Red Tag
price, \$1.15.Men's Fine all
wool Worsted Trou-
sers, latest styles
and newest patterns,
full tailor-made and
perfect fitting; the
best \$5 value in the
city. Red Tag price

\$3.85

All our finest Brilliant and Silk Lisle Half
Hose, in stripes, checks and polka-dots, for
men; worth up to 75c. Red Tag price,Men's Stylish all
Wool Cheviot and
Fancy Worsted
Suits, worth up to
\$14. Red Tag price

\$8.75

Special "Hour"
Sale Wednesday
Afternoon

From 2 to 3 o'clock

Men's Hemstitched Cream
White Japonette, Silk Embroid-
ered Initial Handkerchiefs, worth
15c; Red Tag price, 7c. (Only 5
to a customer.)

Any lady wearing a red striped
shirt waist or a bit of bright red
ribbon about her neck or in her
hair, making a purchase at this
"Special Hour Sale" Wednesday
will be presented with a beauti-
ful souvenir pin tray or burnt
match receiver.

All of our Men's Finest Im-
ported Worsted hand-tailored
Trousers, worth up to \$7.
Red Tag price, \$4.35.Men's tailor-made, perfect
fitting Trousers, worth \$4.
Red Tag price, \$2.95.Men's Cotton Mixed Wor-
sted and all-wool Cheviot
Trousers, worth up to \$3.
Red Tag price, \$2.35.Men's all-wool Cheviot and
Cassimere Trousers, worth
\$2.50. Red Tag price, \$1.85.\$3 work-day Trousers, the
best you ever saw for the
money. Red Tag price, \$1.65.Men's Fine Balbriggan Un-
derwear, worth 50c any day
in the year. Red Tag price,
41c.Men's finest flat knit Mer-
cerized Silk Underwear, in
baby blue and flesh pink,
worth \$1. Red Tag price,
75c.Men's washable Band and
Shield Bows and Madras
String Ties, worth 10c. Red
Tag price 3c.Men's and Ladies' newest
and most stylish English
Square, Imperial and Teck
Scarves, worth 75c. Red Tag
price, 41c.All of our Men's
and Young Men's
finest full hand-
tailored up-to-now
Suits in Imported
Fancy Worsted and
genuine "Gowan
Home Spun,"
worth up to \$22.
Red Tag price
\$14.75Children's Mexi-
can and Sailor Straw
Hats, finest quality,
worth up to \$1.
Red Tag price

29 cents

Boys' Crash and Summer-Weight Cassi-
mere Caps, worth 25c. Red Tag price, 14c.Men's Unlaund-
ered White Shirts,
2,200 linen bosom,
re-inforced, double
yoke (open front
only), the best 50c
shirt in the city.
Red Tag price

33 cents

Boys' \$1 Straw Hats, Red Tag price, 49c.
Boys' 50c Straw Hats, Red Tag price, 31c.Little Fellows'
Washable White
Duck Sailor Suits,
tastefully trimmed
in blue; worth
\$1.50. Red Tag
price

98 cents

Boys' all-wool School Suits, worth \$2.
Red Tag price, \$1.57.Men's well made
Worsted, Cheviot,
and Cassimere Busi-
ness Suits—all wool
and wool mixtures,
worth up to \$10.
Red Tag price

\$6.50

Boys' Stylish all-wool Suits in good color-
ings and pretty patterns, worth up to \$2.50.
Red Tag price, \$1.65.Men's tailor-made
best American
Fancy Worsted and
Imported Cheviot
Suits, worth up to
\$16. Red Tag Price

\$11.25